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TVB

A RESEARCH REPORT

MEDIA COMPARISONS

- PERCENT REACHED
- TIME SPENT
- IMAGE OF ADVERTISING

BRUSKIN ASSOCIATES 1990

Prepared by the TVB Research Department

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MEDIA COMPARISONS

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Introduction

Attached are the results of studies that Bruskin Associates have conducted for TVB. The Bruskin organization is a leader in the field of market research , conducting research studies for hundreds of America's largest corporations for over 25 years.

The study was done in two parts. The initial part, the descriptive adjectives about the media, comes from a national telephone interview conducted January 19-21, 1990. A total of 1,003 interviews were completed, 503 women and 500 men.

The percent reached and the time spent data was based on personal, in-the-home interviews with 957 male and 1050 female adults (18 years of age and older). All interviewing was conducted between Feb. 15 and March 5, 1990.

HIGHLIGHTS

The power of television comes through loud and clear.

Percent Reached

89% of the adults watched television yesterday.

Television reaches more adults than any other media.

Television's reach advantage is true for every major demographic group - upper income, better educated, professional and managerial, working women.

Time Spent

More time is spent with television than with all the other media combined.

This is true among every major demographic group.

Compared to the other media, TV advertising was considered:

Most Authoritative: 57% of the adults thought that TV was the most authoritative medium for advertising. TV dominates every demographic category - sex, age, income, education, occupation.

Most Exciting: 76% opted for television advertising - over 70% in each demographic group selected television.

Most Influential: 81% chose television advertising - dominant in every demographic category.

ADULTS: PERCENT REACHED YESTERDAY BY MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
ADULTS	89	61	63	28
AGE				
18-34	89	49	71	25
35-64	89	68	63	29
55+	94	73	52	28
18-49	88	55	69	26
25-54	88	59	67	28
HOUSEHOLD INCOME				
Under $20,000	92	52	60	22
$20,000-$39,999	90	60	66	26
$40,000+	86	71	69	38
$50,000+	86	71	72	38
EDUCATION				
Less than High School	95	44	50	11
High School Grad	91	58	61	26
Some College	86	66	71	32
College Grad	85	75	69	38
OCCUPATION				
Prof/Tech	85	68	66	37
Mgr/Off/Prop	82	66	74	33
Clerical/Sales	87	61	68	29
Non-white Collar	87	64	67	31

Source: Bruskin Associates, 1990

Question: Thinking about yesterday between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) did you (watch or look at any TV, listen to any radio, read any newspaper, or read any magazine) at home or away from home?

WOMEN: PERCENT REACHED YESTERDAY BY MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
WOMEN	89	59	63	30
AGE				
18-34	87	47	70	28
35-64	89	67	61	30
55+	95	70	55	29
18-49	87	53	66	29
25-54	87	58	64	31
HOUSEHOLD INCOME				
Under $20,000	94	53	61	24
$20,000-$39,999	88	58	65	29
$40,000+	84	66	69	35
$50,000+	81	63	70	38
EDUCATION				
Less than High School	94	42	47	7
High School Grad	92	58	58	28
Some College	86	60	74	35
College Grad	84	69	67	35
OCCUPATION				
Working Women	86	58	67	30
Prof/Tech	80	62	63	32
Mgr/Off/Prop	78	63	73	33
Clerical/Sales	88	57	67	32
Non-white Collar	87	61	67	32
Housewives	93	57	60	29

Source: Bruskin Associates, 1990

Question: Thinking about yesterday between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) did you (watch or look at any TV, listen to any radio, read any newspaper, or read any magazine) at home or away from home?

MEN: PERCENT REACHED YESTERDAY BY MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
MEN	89	63	64	26
AGE				
18-34	90	50	71	21
35-64	88	69	66	27
55+	92	77	48	28
18-49	88	57	72	24
25-54	[illegible]	60	70	25
INCOME				
Under $20,000	90	51	60	19
$20,000-$39,999	91	63	67	23
$40,000+	89	77	69	40
$50,000+	90	79	74	38
EDUCATION				
Less than High School	96	45	52	14
High School Grad	90	57	63	22
Some College	86	74	68	27
College Grad	86	81	70	42
OCCUPATION				
Prof/Tech	91	76	68	42
Mgr/Off/Prop	86	69	75	33
Clerical/Sales	85	72	70	23
Non-white Collar	87	68	66	30

Source: Bruskin Associates, 1990

Question: Thinking about yesterday between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) did you (watch or look at any TV, listen to any radio, read any newspaper, or read any magazine) at home or away from home?

ADULTS: TIME SPENT YESTERDAY IN MINUTES WITH MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
ADULTS	245	34	126	15
AGE				
18-34	239	23	142	13
35-64	236	37	124	16
55+	289	48	90	16
18-49	227	27	138	14
25-54	225	29	134	15
HOUSEHOLD INCOME				
Under $20,000	298	30	137	11
$20,000-$39,999	240	33	127	14
$40,000+	198	39	125	20
$50,000+	191	41	135	21
EDUCATION				
Less than High School	272	22	93	4
High School Grad	273	31	132	14
Some College	208	34	123	16
College Grad	184	46	115	22
OCCUPATION				
Prof/Tech	186	35	105	18
Mgr/Off/Prop	156	33	129	15
Clerical/Sales	221	30	125	15
Non-white Collar	211	35	124	17

Source: Bruskin Associates, 1990

Question: What were the actual times between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) that you (watched TV, listened to the radio, read a newspaper, or read a magazine)?

WOMEN: TIME SPENT YESTERDAY IN MINUTES WITH MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
WOMEN	256	33	121	16
AGE				
18-34	242	24	133	15
35-64	247	35	118	16
55+	312	42	97	15
18-49	231	26	127	15
25-54	232	29	127	17
HOUSEHOLD INCOME				
Under $20,000	323	31	135	12
$20,000-$39,999	242	29	126	14
$40,000+	191	34	122	19
$50,000+	180	35	129	22
EDUCATION				
Less than High School	322	21	83	3
High School Grad	287	31	122	15
Some College	212	32	126	19
College Grad	188	44	118	20
OCCUPATION				
Working Women	206	28	131	15
Prof/Tech	180	31	99	15
Mgr/Off/Prop	141	28	136	16
Clerical/Sales	225	28	129	18
Non-white Collar	215	34	127	17
Housewives	312	31	106	15

Source: Bruskin Associates, 1990

Question: What were the actual times between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) that you (watched TV, listened to the radio, read a newspaper, or read a magazine)?

MEN: TIME SPENT YESTERDAY IN MINUTES WITH MAJOR MEDIA

	Television	Newspapers	Radio	Magazines
MEN	234	35	131	14
AGE				
18-34	236	22	152	11
35-64	223	38	130	15
55+	262	55	82	17
18-49	223	27	150	12
25-54	218	29	143	12
HOUSEHOLD INCOME				
Under $20,000	266	28	139	10
$20,000-$39,999	239	36	127	15
$40,000+	205	44	128	21
$50,000+	202	45	141	19
EDUCATION				
Less than High School	238	23	101	6
High School Grad	258	32	142	13
Some College	203	38	120	13
College Grad	181	49	112	23
OCCUPATION				
Prof/Tech	194	39	113	22
Mgr/Off/Prop	169	38	123	14
Clerical/Sales	211	35	117	9
Non-white Collar	206	37	122	16

Source: Bruskin Associates, 1990

Question: What were the actual times between (6 a.m. - noon, noon - 6 p.m., 6 p.m. - midnight, & after midnight) that you (watched TV, listened to the radio, read a newspaper, or read a magazine)?

ADULTS: IMAGE OF ADVERTISING IN MAJOR MEDIA (%)

	MOST AUTHORITATIVE				MOST EXCITING				MOST INFLUENTIAL			
	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag
ADULTS	57	20	9	11	76	3	7	9	81	9	5	3
AGE												
18-34	58	19	13	7	74	2	13	10	82	9	6	2
35-64	59	20	6	12	79	4	3	9	82	7	4	4
55+	55	19	5	14	75	4	1	6	78	11	2	5
18-49	57	20	11	10	77	2	9	10	82	9	6	3
25-54	57	22	8	10	77	4	7	10	83	8	4	3
INCOME												
Under $20,000	63	17	10	9	76	6	6	5	80	10	3	4
$20,000-$39,999	61	18	8	10	78	2	8	10	82	8	6	2
$40,000+	50	24	9	14	77	3	6	11	81	9	4	5
$50,000+	50	21	7	18	77	3	4	11	80	10	3	6
EDUCATION												
Less than High School	67	14	8	6	70	9	4	6	72	11	5	6
High School Grad	63	16	10	10	82	3	6	7	80	13	3	3
Some College	54	25	12	8	75	4	9	7	85	6	6	2
College Grad	46	23	5	19	73	1	5	14	83	6	5	4
OCCUPATION												
Prof/Tech	51	24	4	14	77	2	5	12	90	7	2	2
Mgr/Off/Prop	51	25	9	11	78	4	7	9	85	9	3	-
Clerical/Sales	61	19	13	5	76	1	10	10	77	9	9	4
Non-white Collar	61	14	12	11	79	5	7	6	81	8	7	2

Source: Bruskin Associates,1990

Question: Which of these kinds of advertising (1) is the most authoritative, (2) is the most exciting, (3) has the most influence on people?

WOMEN: IMAGE OF ADVERTISING IN MAJOR MEDIA (%)

	MOST AUTHORITATIVE				MOST EXCITING				MOST INFLUENTIAL			
	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag
WOMEN	59	21	9	9	75	3	7	9	81	10	4	3
AGE												
18-34	56	20	16	7	71	2	14	12	77	12	8	3
35-64	63	23	4	8	78	4	3	10	87	7	2	3
55+	60	21	5	10	76	4	1	5	79	13	-	4
18-49	58	20	11	9	75	1	10	12	81	9	6	3
25-54	58	23	7	10	75	4	8	11	83	9	4	3
HOUSEHOLD INCOME												
Under $20,000	61	19	10	8	77	6	5	4	79	11	3	5
$20,000-$39,999	60	20	8	8	74	2	9	12	86	6	5	2
$40,000+	52	22	9	14	73	1	7	14	81	10	4	4
$50,000+	52	19	6	18	71	1	4	18	82	13	2	3
EDUCATION												
Less than High School	74	11	8	5	68	8	6	6	67	15	4	8
High School Grad	60	19	11	9	82	4	5	6	82	13	2	3
Some College	56	24	11	8	74	3	11	8	86	6	6	-
College Grad	48	25	3	16	68	-	6	18	81	9	5	4
OCCUPATION												
Working Women	58	20	10	8	75	3	9	10	83	9	5	2
Prof/Tech	51	23	4	15	68	2	6	18	85	10	3	2
Mgr/Off/Prop	54	20	4	18	81	-	8	9	82	16	-	-
Clerical/Sales	60	21	15	2	76	2	10	11	78	7	11	4
Non-white Collar	68	15	11	6	82	5	7	4	88	7	2	-
Housewives	61	19	10	9	82	3	9	7	82	7	4	4

Source: Bruskin Associates, 1990

Question: Which of these kinds of advertising (1) is the most authoritative, (2) is the most exciting, (3) has the most influence on people?

MEN: IMAGE OF ADVERTISING IN MAJOR MEDIA (%)

	MOST AUTHORITATIVE				MOST EXCITING				MOST INFLUENTIAL			
	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag	TV	Nwsp	Radio	Mag
MEN	56	19	9	13	77	4	6	8	81	8	6	4
AGE												
18-34	60	19	11	7	77	3	11	8	86	7	5	2
35-64	54	18	8	16	80	4	4	9	76	8	8	6
55+	48	17	4	19	73	5	1	8	77	9	5	6
18-49	57	21	11	10	79	3	9	7	82	8	6	3
25-54	56	21	9	11	79	3	6	8	83	8	5	3
HOUSEHOLD INCOME												
Under $20,000	66	13	8	10	72	7	8	7	83	9	4	1
$20,000-$39,999	61	16	8	12	81	2	7	7	78	10	8	3
$40,000+	49	25	9	14	80	4	5	9	81	8	4	6
$50,000+	48	23	7	17	82	4	4	6	79	8	3	8
EDUCATION												
Less than High School	59	17	9	8	73	10	3	7	78	6	7	4
High School Grad	67	11	8	12	82	2	7	8	77	13	6	3
Some College	51	26	12	8	75	5	7	5	85	6	6	4
College Grad	45	23	6	20	77	2	5	11	85	3	5	4
OCCUPATION												
Prof/Tech	51	26	4	14	86	1	4	6	94	4	-	1
Mgr/Off/Prop	50	28	12	7	77	6	7	8	87	5	5	-
Clerical/Sales	63	15	10	10	75	-	8	7	77	13	5	5
Non-white Collar	57	14	13	12	78	5	7	7	78	8	10	3

Source: Bruskin Associates, 1990

Question: Which of these kinds of advertising (1) is the most authoritative, (2) is the most exciting, (3) has the most influence on people?